

Fig.1a: Conventional Market with Uniform Retail Prices

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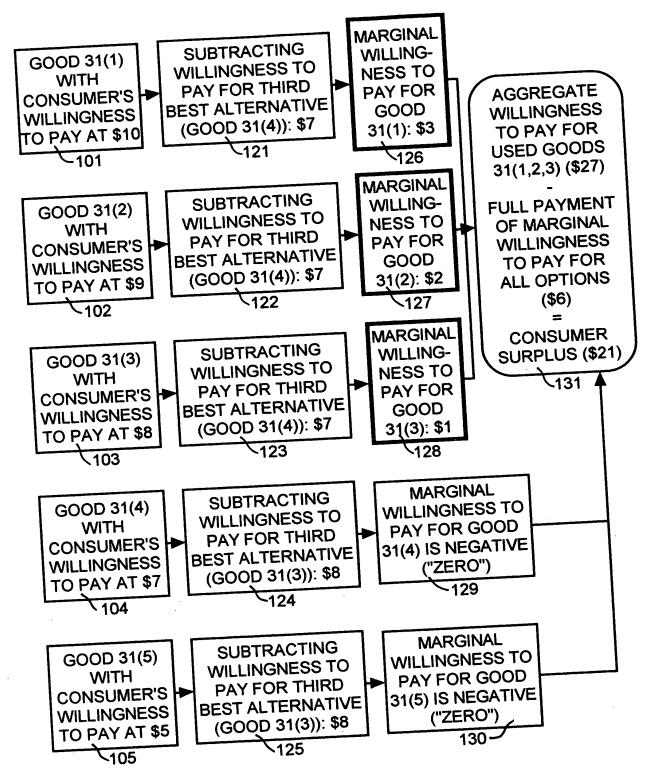


Fig.1b: Option Pricing

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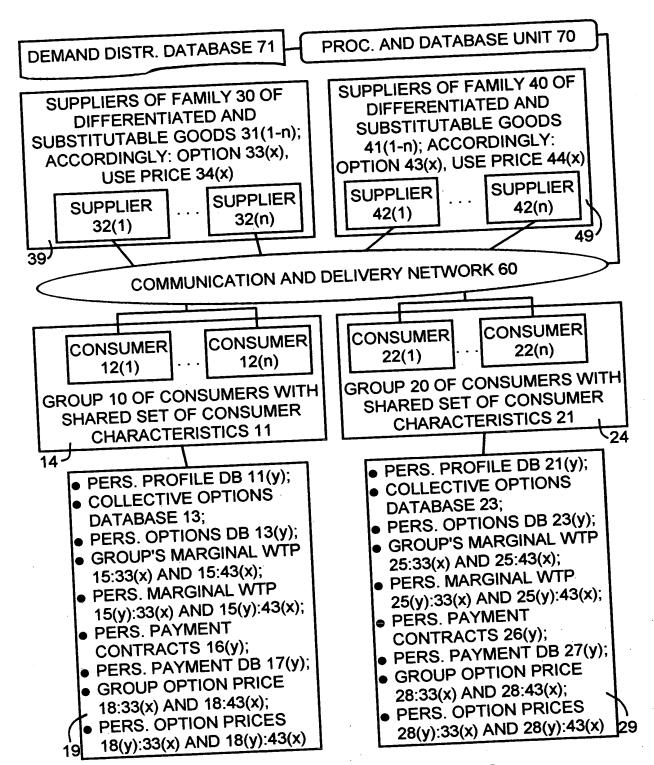


Fig.2: Overall Environment 80

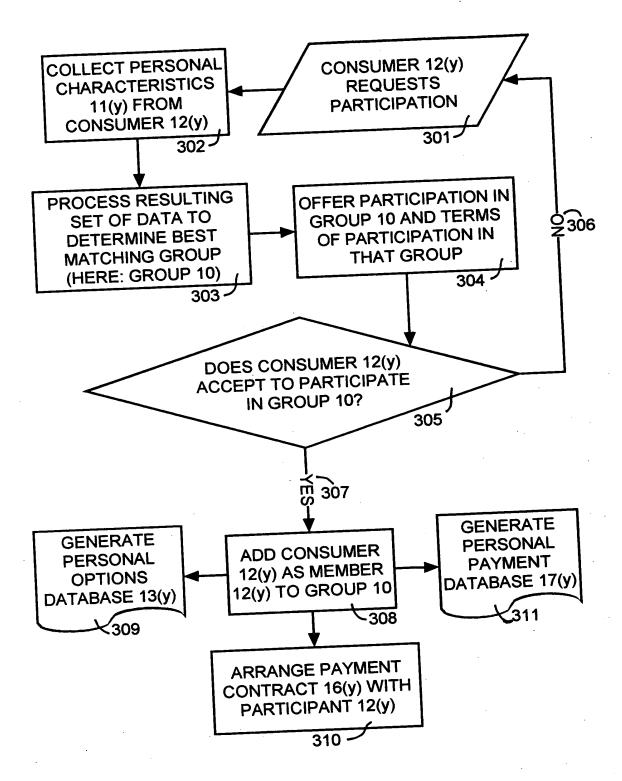


Fig.3: Group Forming

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SELECT

SOLICIT PARTI-

CIPATION OF

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COLLECT DISCOUNTED USE PRICES

34(1-n) OF GOODS 31(1-n) (COVERING

Fig.4: Collective Purchase of Options

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DOES PARTICIPANT 12(y)' OUT

OF SAMPLE 10' PARTICIPATE

IN THE OPTION AUCTION?

Fig.5: Demand Revealing Process

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33(x) FOR THE

COMPLETE TIME

PERIOD OFFERED

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NO->

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Fig.6: Option Auction

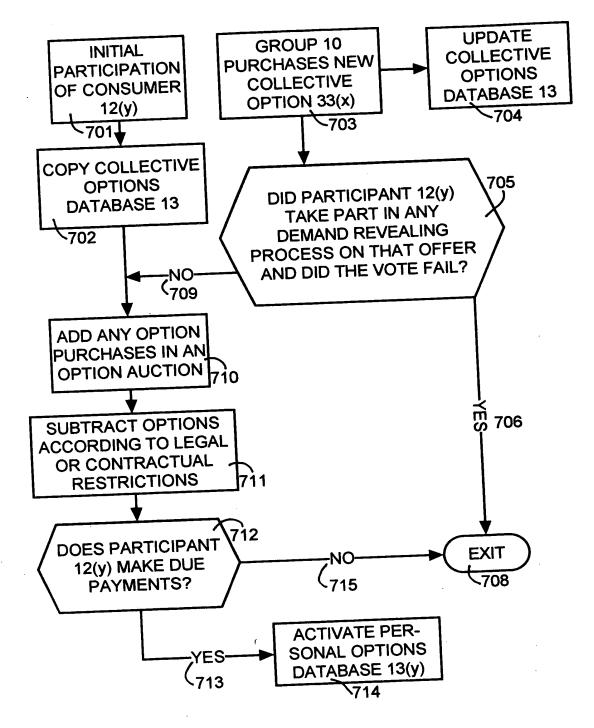


Fig.7: Generation and Maintainance of Personal Options Database

Fig.8: Utilization of an Option to Use a Good at its Use Price